

WATERLOO COMMUNITY DEVELOPMENT AUTHORITY - Minutes

JULY 17, 2012 – POLICE TRAINING ROOM, MUNICIPAL BUILDING

- 1) **Roll Call And Call To Order.** Chairperson Sellnow called the meeting to order at 6:00. Members present: Sellnow, Ziaja, Van Holten, Stinnett and Kluck. Absent: Wiltzius and Cole. Others attending – Laura Cotting and Clerk/Treasurer Mo Hansen.
- 2) **Meeting Minutes Approval – May 15, 2012, June 19, 2012.** **Motion:** By consensus the body tabled approval of the meeting minutes as listed. **Voice vote:** Motion carried.
- 3) **Citizen Input.** None.
- 4) **Miscellaneous Business And Communications**
 - a) **Clerk/Treasurer’s Budget Report (informational).** **Discussion:** Hansen updated the members on pending reimbursements from EDA. No action taken.
 - b) **Maunsha Business Development Program – Update.** **Discussion:** Hansen presented a written report by Craig Kettleon for the members. No action taken.
- 5) **Unfinished Business**
 - a) **Promoting Waterloo And Promoting Residential Housing Sales – Consideration Of An Implementation Plan.** **Discussion:** Sellnow led a discussion reviewing activity and discussions to date on devising a campaign to incentivize buying homes and building homes in Waterloo. Ziaja and Kluck outlined the reasons they selected Waterloo as their home. Stinnett highlighted that when a prospective homeowner drives downtown they “do not see healthy.” Stinnett suggested better signage was needed. Kluck suggested offering a credit for home inspections among other means to create an incentive. Laura Cotting addressed the members advocating for updating the Interactive Map as part of the plan. She volunteered to provide a Request For Proposal to accomplish that task. She estimated that \$5,000 or \$10,000 should cover the cost of an update to the map. **Motion:** Moved by Stinnett, seconded by Kluck move forward with an RFP targeting an amount under \$10,000 for updating the Interactive Map. **Voice vote:** Motion carried.
 - b) **Maunsha Business Center Rental Policy – Completed Draft.** No action taken.
- 6) **New Business.** None.
- 7) **Future Agenda Items And Announcements.** None.
- 8) **Adjournment.** **Motion:** Moved by Kluck, seconded by Stinnett to adjourn. **Voice vote:** Motion carried. Time was 6:45 p.m.

Attest:

Mo Hansen, Clerk/Treasurer